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NEWS RELEASE

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Lending Solutions Welcomes Fifteen New Credit Unions in Q4
*- Lending & Member Service Contact Center Sees Increased
Demand for its Outsourcing Services -*

ELGIN, IL, February 2, 2010 – Lending Solutions Inc. (LSI), a leading provider of call center services and consulting programs for financial institutions across North America, announced that fifteen credit unions have signed on for their lending and member service contact center services this quarter. The group includes: Municipal ECU of Baltimore (Baltimore, MD), Northwoods CU (Cloquet, MN), Rivermark Community CU (Beaverton, OR), USA One National CU (Matteson, IL) and WEOKIE CU (Oklahoma City, OK).

The majority of these new accounts are using LSI's flagship loan-by-phone and online lending services, including LSI's exclusive WebReach program. Through WebReach, LSI specialists proactively contact applicants that have applied online, which substantially increases the funding ratio and cross-sell income of the online lending channel. Three of the credit unions are also partnering with LSI as their 24/7 member service call center, and five of the institutions are employing LSI for outbound calling campaigns.

LSI currently serves more than 300 financial institutions including credit unions, banks and mortgage lenders, which access LSI's services through its National Loan Processing Center (NLPC). The 24/7 center enables institutions to enhance member service and boost loan volume by increasing access and lowering fixed operating expenses.

"Acting as an extension to these credit unions' lending and member service departments, LSI cost-effectively enhances each institution's operations by offering world-class service to their members, 24 hours a day, 7 days a week," said Lee Kolquist, chief executive office of Lending Solutions, Inc. "More and more credit unions are utilizing our loan processing and contact center services as a means of efficiently handling the volume swings in the market without sacrificing service levels."

About Lending Solutions, Inc.

Lending Solutions, Inc. has been a provider of contact center services and consulting programs for financial institutions across North America since 1994. The company's highly-trained, professional staff provides 24-hour consumer loan origination, mortgage lending, collections, outbound calling, and member service support to over 300 of North America's premier credit unions, banks, and mortgage companies. For further information on Lending Solutions, please visit www.lendingsolutions.com.

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